

# **TOWN OF GENOA STRATEGIC PLAN**

## **VISION STATEMENT**

A vision statement is a compelling image (description) of a desirable state of reality made possible by accomplishing the mission in a way that is consistent with the core values of the organization/group. It is an inspiring view of the preferred future.

Genoa is a community of historic character and quaint charm in a setting of natural beauty, with businesses and residences that compliment its unique sense of place.

## **MISSION STATEMENT**

A mission statement is a sentence or two that states the reasons for an organization's existence. It identifies what the organization does, why and for whom. A mission statement reminds everyone of the unique purposes promoted and served by this organization/group.

***The Genoa community strengthens and preserves Genoa as an independent entity through historic preservation, a strong local economy, and sense of community.***

## **CORE VALUES**

Shared beliefs that guide an organization's work. Core values provide the basis for an organization's culture, and clarify the beliefs that give rise to the organization's mission.

### **COMMUNITY**

We believe in ensuring that Genoa is a friendly, welcoming community that is committed to volunteerism and working in a cooperative manner promoting harmony, positive communication, mutual respect and a high degree of integrity.

### **STEWARDSHIP**

The Genoa community values and stewards the natural environment in which we live by promoting clean air, wildlife and dark skies.

### **VIABILITY**

We are a self-reliant community, valuing our independent spirit and supporting a local government while planning for a prosperous community.

### **HERITAGE**

We take pride in Genoa's history and the manner in which it has played a major role in defining Genoa's unique sense of place. We encourage the preservation of this heritage by promoting educational activities and the architectural integrity of Town buildings.

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## **STRATEGIC DIRECTIONS**

Strategic Directions identify the project areas the Town will emphasize to achieve the vision.

1. Building a sense of community
2. Cultivating a Strong Economy
3. Promoting and Supporting A Unique Sense of Place

## **Strategic Goals & Objectives**

The strategic goals and objectives are the activities that have been identified to support the Strategic Direction in an effort to achieve the vision. Annual work plans will be developed that incorporate these objectives, building upon themselves in the effort to achieve the vision.

### **1. Building A Sense of Community**

Goal 1 A: Develop a Public Relations and Marketing Program.

Objectives:

- 1.A.1 – Conduct research to determine the messages the Town of Genoa wants to convey.
- 1.A.2 – Identify to whom the messages should be conveyed.
- 1.A.3 – Develop plan on how, where and when to distribute the messages.
- 1.A.4. – Develop an ongoing process to evaluate the program.

Goal 1 B: Encourage participation in Town Activities.

Objectives:

- 1.B.1 – Communicate with the community through the Town newsletter, website, flyers, newsreleases, broadcast emails and the marquee.

Goal 1 C: Promote good neighbor policy and programs.

Objectives:

- 1.C.1 – Develop a Town Hall Meeting Program whereby the residents and community at large are invited to participate in various activities that promote sense of belonging and community.

Goal 1 D: Continue recreational events with volunteer groups working with Town staff for planning and implementation.

Objectives:

- 1.D.1 – Publicize how people can be involved and benefits of volunteering with the community.
- 1.D.2 – Identify formal opportunities to recognize volunteers for their efforts.

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### **2. Cultivating a Strong Economy**

#### **Goal 2 A: Establish a Revenue Development Business Plan**

##### **Objectives:**

2.A.1 – Obtain funding from Douglas County as a part of their proposed economic stimulus program to conduct research with the purpose of establishing a Revenue Development Business Plan.

2.A.2 – Contract with a consultant to conduct the research and work with the Town Board and community to establish the plan, including an implementation strategy once the plan has been established.

#### **Goal 2 B: Establish an Economic Assessment and Development Program**

##### **Objectives:**

2.B.1 – Obtain funding from Douglas County as a part of their proposed economic stimulus program to conduct research with the purpose of establishing an Economic Assessment and Development Program.

2.B.2 – Contract with a consultant to conduct the research and work with the Town Board, Greater Genoa Business Association and community to establish the plan, including an implementation strategy once the plan has been established.

#### **Goal 2 C:**

Work with Genoa business interests to help develop ways to promote Genoa as a place to come to for shopping, entertainment, and business.

##### **Objectives:**

2.C.1 - Work with business interests, such as the Greater Genoa Business Association, on promotional events, for example, an annual Destination Genoa theme.

Goal 2 D: Integrate information and promotion with existing communication strategies to promote Genoa as a destination location.

### **3. Promoting and Supporting a Unique Sense of Place**

#### **Goal 3 A: Support existing programs**

##### **Objectives:**

3.A.1 - Work with Snowshoe Thompson through the implementation of an annual festival as has been done in past years.

3.A.2 – Identify ways in which the Town can support the Pony Express, Hanging Tree, and Ghost Walk programs.

3.A.3 – Work with the Carson Valley Trails Association and the Nature Conservancy to advance activities that promote Genoa's natural history.

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3.A.4 – Work with The Carson Valley Chamber of Commerce and Visitors Authority to present the annual Eagles and Agricultural Tour.

### **Goal 3 B: Strengthen Historic Beautification Program**

#### **Objectives:**

3.B.1 – Maintain existing planter boxes in partnership with the Greater Genoa Business Association (GGBA).

3.B.1.a. – GGBA purchases plants each year during the spring and summer months with the Town maintaining the plants once they are planted.

3.B.2 – Work with the businesses to expand planter boxes near their shops.

3.B.2.a. – Plant deer resistant plants.

3.B.2.b. – Hang planting baskets throughout the Town.

3.B.3 – Establish a beautification awards program recognizing excellence in promoting this goal.

3.B.4 – Establish community wide cleaning day events

3.B.4.a. – Partner with the Genoa Volunteer Fire Department and GGBA during their clean up days events.

3.B.4.b. – Establish a curbside recycling program, including BIO mass.

3.B.4.b.i. – Contact Bentley as a resource for beginning this program.

3.B.5 – Establish a historic street light program along Main Street.

3.B.5.a. – Incorporate an underground utility lines program with the establishment of historic street light program.

3.B.6 – Research and identify resources available to fund projects.

3.B.7 – Improve Genoa historic signs through ongoing maintenance and/or replacement activities.

### **Goal 3 C: Establish codes for the Town of Genoa that are representative of its historic culture and geographical limitations.**

#### **Objectives:**

3.C.1 – Use Douglas County as a resource.

3.C.2 – Research other communities that have established codes with similar criteria, i.e., historic culture and geographical limitations.

3.C.a. – Contact Virginia City